

COMMON COUNCIL MEETING

February 1, 2022

6:00PM

ORDER OF BUSINESS

- I. Call to Order
- II. Salute to the Flag
- III. Roll Call
- IV. Adoption of Agenda
- V. Proclamations
- VI. Communications and Presentations
- VII. Public Participation
- VIII. Controller's Report
- IX. Old Business:
- X. New Business:
 - (a) Resolutions
 - (b) Ordinances:
 - (c) Local Laws:
 - (d) Introduction of Ordinances:
 - (e) Introduction of Local Laws:
 - (f) Committee Reports
 - (g) Scheduling of Committee Meetings
 - (h) Other
- XI. Executive Session
- XII: Adjournment

5:30PM COW

- 1. Review of Agenda Items
- 2. Any other business to come before the Council

COMMON COUNCIL MEETING

February 1, 2022

6:00PM

OLD BUSINESS

NEW BUSINESS

134. RESOLUTION APPROVING MINUTES

MARTUSCELLO

135. RESOLUTION APPOINTING COMMISSIONER OF DEEDS

QUIST-DEMARS

136. RESOLUTION AUTHORIZING AGREEMENT FOR MARKETING SERVICES

S. GOMULA

137. RESOLUTION TRANSFERRING FUNDS- ENGINEERING/ROAD PROGRAM

QUIST-DEMARS

138 . RESOLUTION APPROVING AUDIT

COLLINS

COMMON COUNCIL MEETING

February 1, 2022

6:00PM

RESOLUTION #21/22-134

RESOLUTION ADOPTING MINUTES OF THE LAST COMMON COUNCIL MEETING

BY: ALDERMAN MARTUSCELLO

RESOLVED, the minutes of the last Common Council Regular Meeting of January 18, 2022 are hereby adopted.

City of Amsterdam, NY

	Aye	Nay
Alderwoman Quist-Demars		
Alderman D. Gomula		
Alderwoman Collins		
Alderman S. Gomula		
Alderman Martuscello		

MICHAEL CINQUANTI, MAYOR

DATED: _____, 2022

COMMON COUNCIL MEETING

February 1, 2022

6:00PM

RESOLUTION #21/22-135

RESOLUTION APPOINTING COMMISSIONER OF DEEDS

BY: ALDERWOMAN QUIST-DEMARS

WHEREAS, the Common Council is authorized by the New York State Executive Law §139 to appoint Commissioners of Deeds, for a term of two years from the date of their appointment; now therefore be it

RESOLVED, the following person is hereby appointed Commissioners of Deeds for the City of Amsterdam, New York for two years from the date of appointment:

Kathy Bonfey, Amsterdam Riverfront Center- Amsterdam, NY 12010

Chris Carpenter 5 Catherine Street Amsterdam, NY 12010

Ronald Raco 12 Phillips Street Amsterdam, NY 12010

City of Amsterdam, NY

	Aye	Nay
Alderwoman Quist-Demars		
Alderman D. Gomula		
Alderwoman Collins		
Alderman S. Gomula		
Alderman Martuscello		

MICHAEL CINQUANTI, MAYOR

DATED: _____, 2022

COMMON COUNCIL MEETING

February 1, 2022

6:00PM

RESOLUTION #21/22-136

RESOLUTION AUTHORIZING AGREEMENT FOR MARKETING SERVICES

BY: ALDERMAN S. GOMULA

WHEREAS, the City of Amsterdam was the recipient of the Mohawk Valley Region 2018 Downtown Revitalization Initiative; and

WHEREAS, one of the ten projects being contracted through NYSDOS was the City's Wayfinding, Public Art, and Marketing & Branding, allocating \$150,000 for marketing; and

WHEREAS, the City of Amsterdam has \$135,000 additional marketing award from National Grid's Strategic Economic Development Program, giving the City a total budget of \$270,000 for marketing ventures; and

RESOLVED, that the City of Amsterdam will award a multi-media marketing project to Paperkite, a WBE firm, for the amount of \$141,300; and

FURTHER RESOLVED, upon review of the provided contract with Paperkite by the City Attorney, the Mayor is hereby authorized to sign said contract

City of Amsterdam, NY

	<u>Aye</u>	<u>Nay</u>
<u>Alderwoman Quist-Demars</u>		
<u>Alderman D. Gomula</u>		
<u>Alderwoman Collins</u>		
<u>Alderman S. Gomula</u>		
<u>Alderman Martuscello</u>		

MICHAEL CINQUANTI, MAYOR

DATED: _____, 2022

COMMON COUNCIL MEETING

February 1, 2022

6:00PM

RESOLUTION #21/22-137

RESOLUTION TRANSFERRING FUNDS- ENGINEERING/ROAD PROGRAM

BY: ALDERWOMAN QUIST-DEMARS

WHEREAS, a transfer of funds is necessary to pay the remaining balance of invoices for Peter Luizzi & Bros Contracting for the 2021 Road Program;

WHEREAS, CHIPS reimbursement money will be received in March 2022 and will replace these funds; now therefore be it

RESOLVED, the Controller is authorized to amend 2021/2022 budget as follows:

DECREASE EXPENSE:

A.3620.4000	Contractual	\$495,396.64
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INCREASE EXPENSE:

A.5110.4138	Road Program	\$495,396.64
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City of Amsterdam, NY

	Aye	Nay
Alderwoman Quist-Demars		
Alderman D. Gomula		
Alderwoman Collins		
Alderman S. Gomula		
Alderman Martuscello		

MICHAEL CINQUANTI, MAYOR

DATED: _____, 2022

COMMON COUNCIL MEETING
February 1, 2022
6:00PM

RESOLUTION #21/22-138

RESOLUTION APPROVING AUDIT

BY: ALDERWOMAN COLLINS

RESOLVED, the bills and documentation of same presented in "Pre-Check Writing Report Parameter" dated February 1, 2022 to the Common Council and affirmed by the Controller as correct and to be paid, the City Clerk is authorized and empowered to issue warrants in payment of same.

City of Amsterdam, NY

	Aye	Nay
Alderwoman Quist-Demars		
Alderman D. Gomula		
Alderwoman Collins		
Alderman S. Gomula		
Alderman Martuscello		

MICHAEL CINQUANTI, MAYOR
DATED: _____, 2022

City of Amsterdam

Branding and Marketing Services Proposal 12/23/2021

Submitted by:



175 Main Street, Cooperstown, NY 13326
Phone: 607-282-4223

Paperkite is a NYS Certified WBE and DBE

Main Contact:

Susan Green, CEO
607-437-8322
susan@hellopaperkite.com

12/23/21

Hello,

Everyone loves an inspiring comeback story. Projects like the DRI for Amsterdam are transformative; making an upstate city the centerpiece of a revitalization effort will bring much needed prosperity to the community.

Within the scope of a large development project such as this, the branding, creative, and marketing can often be treated like an afterthought or insignificant window dressing. However, I strongly believe this is an opportunity to build an enduring brand foundation that not only resonates with businesses and potential residents right now, but will also stand the test of time.

To say Paperkite would be excited to work with Amsterdam on an impactful project like this is an understatement! In working with Paperkite, you will find that we are more of a partner than a vendor simply delivering a product. We collaborate with your team to outline your goals and develop the concept. Then our team of designers, writers, developers, producers, and strategists executes every detail of your vision.

In this proposal I have outlined our initial plan to develop your community brand. Once this is well in hand, we can turn our efforts toward marketing, and producing a campaign to attract both investment and workforce to the community.

I look forward to our partnership and am happy to supply any further information or documentation you need.

Let's do great things together!



Sincerely,

A handwritten signature in black ink, appearing to read 'Susan Green'.

Susan Green
CEO, Paperkite

Table of Contents

Qualifications

Agency Overview	5
Key Personnel and Team	8
Account Management	10
Billing and Due Diligence	11
Media Capabilities	12
Experience	13

References

Client References	15
-------------------------	----

Proposed Plan

Approach	22
Brand Development	23
Marketing and Media Plan	27
Proposed Campaigns.....	28
Audience Details.....	30
Media Channels.....	33
Performance Reporting	36
Creative Services	37
Budget and Deliverables	40

Creative Samples

Sample Projects	44
-----------------------	----

Documentation

Certifications.....	49
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Qualifications

QUALIFICATIONS

Paperkite is a digital marketing agency and creative studio that connects you with the modern consumer.

Our full-service team handles all major touchpoints of the consumer experience, sparking interest with creative online, social, print and video content; nurturing leads with targeted marketing campaigns and building brand loyalty through ongoing social, email, public relations and conversational marketing channel management.

What We Do



Brand Development



Digital Marketing



Website Development



Social Media Management



Marketing Material Design



Video Production and Photography



Public Relations



Media Planning and Buying

Our Specialty

Paperkite has a full-service Hispanic Marketing program to help you reach the 18% of our population that you are missing!

Who We Work With

- Destinations
- Attractions
- Government
- Higher Education

- Not-For-Profit
- Resorts & Hotels
- Food & Beverage
- Craft Beverage

Our History

Paperkite is a creative studio and marketing agency that was founded in 2009. We believe that happy people do the best work and our goal is to create a positive work environment. We have grown from a two person shop to a full-service agency that can handle all aspects of the consumer experience, from brand development to multi-channel marketing campaigns.

How We Work

We are professionals. First and foremost, we are professionals who are always courteous and responsive to our customers, team members, and vendors/collaborators.

We are educators. Our customers hire us for our skill and expertise, and their aptitude about what we do varies from client to client. It is our job to meet them where they are and educate them about the "how and why" of it all in a way that is easy to understand.

We are friendly. Paperkite is a small town agency that was founded to create a positive experience for both our team and customers. Our goal is for our team and clients to feel appreciated and valued.

We focus on results. If you can't produce successful results for your clients, nothing else matters. At Paperkite we invest in models of efficiency and data-based marketing; this includes live metric dashboards, monthly reporting and interpretation and professional development for our team.

We are accountable. Paperkite has multiple project and informational management tools to keep your account information secure and up-to-date and your projects running smoothly, on-time and on-budget.

We give back. Paperkite supports our community as much as we are able to and provides pro-bono or discounted rates to help organizations that are making a difference.

QUALIFICATIONS

The Paperkite Team

Paperkite consists of 12 team members including designers, developers, marketing specialists, writers, as well as a producer, photographer and videographer. We have all the creative, marketing and production staff needed to support your brand in-house.

Although the whole Paperkite team will be working on your account, these are the key members that you will be in contact with directly.



SUSAN STRANDBERG GREEN - CEO

Susan is the creative leader behind Paperkite's success and will oversee all aspects of your account management, providing the overarching creative direction, brand strategy and marketing approach for your brand. Since its founding in 2009, she has grown Paperkite from a two person shop to a full-fledged creative and digital marketing agency. With an extensive background in design and creative direction, Susan not only has an eye for the creative process, she is also deeply attuned to the branding process, leading clients to discover the heart of their brand. As a former board member of the Cooperstown Chamber of Commerce she is adept at fostering collaboration among colleagues, a skill she brings to her work with Paperkite clients. In 2019, she successfully completed the Goldman Sachs 10k Small Business Program, applying many of the important lessons learned during her coursework to growing Paperkite's roster of clients.



RYAN WEST - MARKETING MANAGER (MAIN POINT OF CONTACT)

Ryan brings her background in media, marketing and project management to our team, delivering successful campaigns to our clients. Ryan is the main point of contact for our accounts, coordinating all marketing initiatives. She creates monthly reports for clients, compiling the detailed information from our marketing dashboards and presenting them in an easy-to-understand format. Ryan brings a vast toolkit to her role at Paperkite; with public relations and event planning experience she is able to nimbly balance the logistics of our clients' campaigns. Prior to joining Paperkite, Ryan gained a wealth of marketing knowledge in her role as Market President for Townsquare Media, where she assessed the marketing needs of local businesses, using a variety of channels, including online and terrestrial radio. As part of the Paperkite team, she brings these skills to fruition, focusing on the channels that work best for our clients, whether traditional or digital.

QUALIFICATIONS



JENNIFER TESIERO - ART DIRECTOR

Jen has been in the design industry for over 20 years, specializing in print, package, display, digital and website design. As Paperkite's Art Director, Jen leads the creative team in delivering stunning work on projects ranging from marketing campaigns, print collateral, email marketing, trade show displays, and everything in between. Beyond her artistic abilities, she brings exceptional organizational skills as an effective project manager. Prior to working with Paperkite, Jen honed her considerable design skills with more than a decade of experience in retail packaging design, including corrugated and permanent displays, as well as packaging graphics. Working with major clients such as Johnson & Johnson, she managed the design workflow and provided art direction for her team. For Paperkite, she has led the way on successful retail projects for clients like Backyard Brine, and a product catalog for Fly Creek Cider Mill, not to mention our many marketing campaigns.



MARISA VAN WORMER - DIGITAL MARKETING MANAGER

Marisa is a digital media expert who brings a thorough knowledge of the digital landscape to our team. Managing complex campaigns that blend social, SEM, programmatic, and video, she creates goal-focused strategies for our clients. Marisa establishes, manages, and optimizes all of our digital marketing, providing detailed monthly reports that allow our clients to understand their campaign's performance. In an ever-shifting digital environment, Marisa is skilled at analyzing market trends and staying atop of all the nuances of the different platforms. She has been awarded the Google 5specialist certification, having showcased superior proficiency in all 5 areas of Google Ads platforms. With her firm grasp of data and metrics, Marisa has helped improve search engine rankings for our clients, and helped deliver successful results for our many digital campaigns.



MORGAN BEHNKE-CONARD - DESIGNER

A talented illustrator and digital designer, Morgan brings a fresh perspective and new ideas to the Paperkite team. Her keen eye for detail and color have brought to life a wide range of projects, including eye-catching logos, engaging long-form visitor guides, memorable digital marketing campaigns, and more. Originally from Wisconsin, Morgan has deep roots in the agricultural world. After college, worked with Holstein World as an editorial photographer and journalist. Beyond her role as Paperkite's graphic designer, she and her husband help operate his family's dairy farm, Ridgedale Farm in Sharon Springs, NY.

QUALIFICATIONS



VERONICA POKORNY - AGENCY MANAGER / PROJECT MANAGER

Veronica brings a wealth of management and operational experience to the Paperkite team, and ensures that we are organized and efficient. Veronica manages client account records, budgets, vendor payments, and invoicing. She is also responsible for onboarding and welcoming our new clients, creating a smooth process as we begin our work. With over 10 years in customer service, she is keenly attuned to the needs of our clients, providing assistance and answering their questions. As a native of Lima, Peru Veronica is an integral part of our Hispanic Marketing Program, assisting in the creation of Spanish language campaigns to reach a broader audience for our clients. Veronica is also Project Manager for Paperkite's video productions, leading our team from start to finish on a diverse range of projects.



ARAY TILL - SOCIAL MEDIA MANAGER

Aray is an accomplished designer, photographer, and social media strategist who has worked with national brands such as Beekman 1802 and Brewery Ommegang. With experience in art direction and copywriting, she creates engaging content to highlight our clients' stories, employing her passion for color and visual storytelling to capture the audience's attention. Aray's vast knowledge of social media platforms allows her to develop and implement strategies to increase our clients' visibility, helping their brand story cut through the crowded landscape. With constantly evolving algorithms, she stays atop the latest in best practices, ensuring that our social media accounts are finding their audience. Fluent in Spanish, she also contributes to our team's successful Hispanic Marketing Program. Outside of Paperkite, she works as a Coach for Seth Godin's altMBA Program, mentoring and educating future leaders in the field.

Additional Team Members:

KRISTIN WALKER - COPYWRITER

KATIE SMITH - GRAPHIC DESIGNER

DAVID MCELLIGOTT - DIGITAL MARKETING STRATEGIST

MEGAN HAGGERTY - PHOTOGRAPHER/VIDEOGRAPHER

JONATHAN BLANKENBURG - WEB DEVELOPER

QUALIFICATIONS

Account Management

Upon being awarded the contract, the Paperkite team will move quickly to onboard your team, setting you up for success with our agency! This will include creating an account for your team on Asana, our online project management system. This is where all project communication and files will live. We find this is a more centralized and clean way to keep everyone on the same page and engaged.

Your next step will be to attend a kickoff meeting with our team to go over the timeline, discuss potential concepts, and exchange important information about your brand and projects. From this meeting, the Paperkite team gets to work developing and implementing your project, checking in with your team along the way for feedback and approvals.

Paperkite provides monthly status reports that cover all of the completed and ongoing marketing and creative activities we do for our clients, as well as a report highlighting key performance indicators. Our marketing manager will meet with your team monthly to go over the report and provide interpretation, gather your feedback, and learn of any new initiatives, marketing needs, or upcoming opportunities.

Your team will have 24/7 access to our live marketing dashboard, where you will be able to see real-time metrics for all of your digital marketing channels including, Facebook, Twitter, TikTok, Pinterest, Instagram, SEM, Display, Website analytics, and more.



LIVE Marketing Dashboard - Want to check in more frequently with your marketing performance? Our Marketing Dashboard allows you to login and see for yourself how your accounts are performing.

QUALIFICATIONS

Billing and Due Diligence

Paperkite manages multiple accounts of \$100k+ and is responsible for media buying, vendor payments, and reconciling client accounts. This is all documented through our project management tool, Google spreadsheets, and accounting software. Records are kept digitally on the Paperkite server of all invoices, purchase orders, and payment receipts; this information is backed up regularly. Our clients have access to all of these records by logging into the Paperkite accounting and project management tools.

We have created a package of services to market Amsterdam, combining your creative, marketing and management services. We will also develop a comprehensive media plan and budget to promote your brand and products to your target audiences. Paperkite bills monthly in advance for services and media purchasing. All other projects will be billed on an agreed upon schedule determined at the beginning of the project.

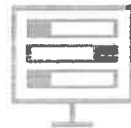
Paperkite is in good standing with all of our vendors and creditors. We maintain a credit line of 100k and a credit limit of 35k to facilitate media purchases if needed. We also have a reserve fund for operational expenses as a security net for our agency, which was a direct result of a solvency plan put in place after the pandemic.

Media Channels

Paperkite implements various tactics that work together to target specific audiences, capture and engage viewers, and ultimately convert these viewers to customers. These tactics entice viewers at all consumers in the decision making funnel and work to deliver relevant information and messaging. Below are the tactics we employ.



Social Media Advertising



Native Ads



Programmatic Audio (Streaming & Podcast)



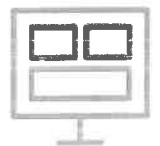
Messenger Marketing



YouTube



Print Media



Programmatic Display



Connected TV (OTT)



Pinterest Advertising



Search Engine



SMS Marketing



LinkedIn Advertising



Radio Advertising



Television Advertising



Social and Display Retargeting

QUALIFICATIONS

Experience

Paperkite has an expansive list of relevant clients and projects in food and beverage, economic development, and consumer marketing. We believe we are a natural fit for Amsterdam and can spark the type of consumer engagement you are looking for.

GOVERNMENT, TOURISM & ECONOMIC DEVELOPMENT

- Cooperstown and Otsego County
- Cooperstown Getaway
- Otsego Now (Otsego County IDA)
- Otsego County Development Corp.
- Fulton County
- Saratoga County
- Rensselaer County
- Cooperstown Chamber of Commerce
- Montgomery County
- Hamilton, NY
- Capital-Saratoga Region
- 1000 Islands
- Cayuga County

TOURISM ATTRACTIONS AND HOSPITALITY

- The Otesaga Resort Hotel
- The Railroad Inn
- The Landmark Inn
- The Cooper Inn
- Terrace Cottages
- Leatherstocking Golf Course
- Cooperstown Bat Company
- The Farmers' Museum
- Fenimore Art Museum
- Foothills Performing Arts Center
- Hyde Hall
- Rogers Center
- Otsego Outdoors
- Arkell Museum

NON-PROFIT AND EDUCATION

- Community Fund of Otsego County
- Otsego 2000
- Otsego Land Trust
- Angel Network
- New York Center for Agricultural Medicine and Health
- NonHuman Rights Project
- The Clark Foundation
- SUNY Delhi
- SUNY Morrisville
- SUNY New Paltz

FOOD AND BEVERAGE

- The Green Cow
- Cooperstown Distillery
- Cooperstown Beverage Trail
- Fulton County Beverage Trail
- Pailshop Vineyards
- Fly Creek Cider Mill
- Backyard Brine
- Egg Innovations / Blue Sky Family Farms / Peckish
- The Giving Bar / Spectrum Bakes
- Civilized Coffee
- Stagecoach Coffee

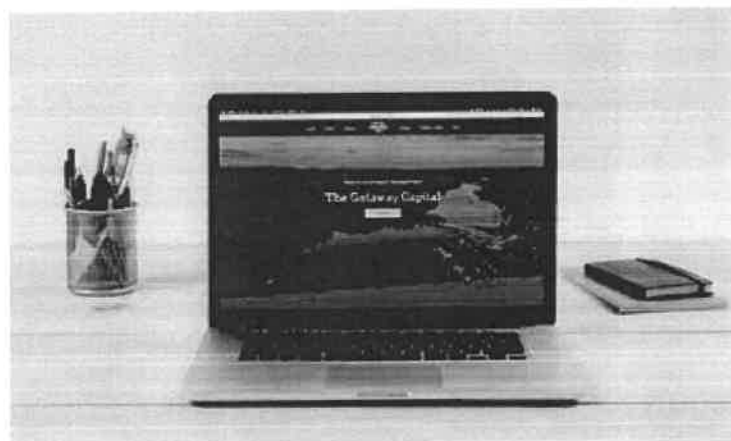
References



REFERENCES

Capital-Saratoga Region

Paperkite worked to blend the unique voices of six different counties to create one cohesive brand. Highlights include a new and modern website presence, a strategic marketing plan that employs digital marketing tactics and a new content marketing strategy that includes themed itineraries, social media, blogging and email marketing for both direct consumers and tourism professionals. All key performance indicators experienced growth.



Services Provided by Paperkite

- Media Planning and Buying
- Marketing Management
- Social Media Management
- Website Development
- Blogging
- Email Marketing
- Brand Development
- Trade Show Design
- Visitor Materials Design
- Marketing and Advertising Design
- Video Production
- Photography

Contact Information

Annamaria Bellantoni, Vice
President of Tourism, Saratoga
County Chamber of Commerce

Phone: (518) 584-3255
Email: abellantoni@saratoga.org

8/10/2020

I have enjoyed a successful working relationship with Paperkite for approximately the last 5 years. The firm has managed our regional tourism account, as well as assisted with my county's tourism marketing program.

Simply stated, the team at Paperkite drives results. They are innovative and creative and think outside of the box. They know how to effectively build and work within a budget. Their team is professional and organized and knows how to manage a project from start to completion. They are in tune with the latest technologies and trends. Their reporting is excellent and they make it simple to analyze progress and make necessary changes based on results.

Working with Paperkite is NOT one of those things that "keep you up at night". I know that they genuinely love what they do and go above and beyond to make sure that their clients stand out and thrive and in a competitive market.

I would highly recommend Paperkite and would be happy to have a conversation about my experience working with them.

Sincerely,



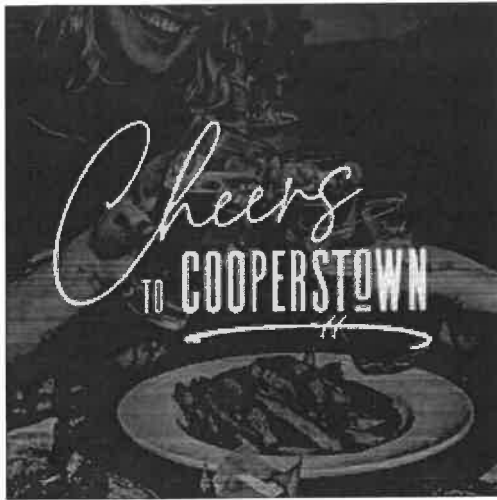
Annamaria Bellantoni

Vice President, Tourism, Saratoga County Chamber of Commerce

President, Capital Saratoga Tourism Association

518.584.3255

REFERENCES



Otsego County

Paperkite has been working with Otsego County / Cooperstown since the beginning of 2020, handling all social media and digital marketing for the destination. Over the past two years while chaotic we have seen impressive results including significant increases in every key performance metric. We are going in 2022 strong and will be continuing to support the destination on an even larger scale. Beyond our marketing services we also produce photography and video content for the destination to give visitors experiential content that sells the destination.



"I've worked with many different agencies throughout my career and I can confidently say that Paperkite is the most efficient and productive team of creative minds and I highly recommend their services."

-Cassandra Harrington, Executive Director, DMCOC

Services Provided by Paperkite

- Media Planning and Buying
- Marketing Management
- Social Media Management
- Digital Marketing
- Creative Services
- Video Production
- Photography

Contact Information

Cassandra Harrington, Executive Director,
Destination Marketing Corporation of
Otsego County / This is Cooperstown

Phone: (607) 322-4046

Email: cassandra@thisiscooperstown.com

REFERENCES



Fulton and Montgomery County

Paperkite is the marketing agency of record for Fulton and Montgomery County, New York. Since our engagement began we have been running social and digital marketing campaigns to help connect travel consumers to the destination in a meaningful way. Our work has included developing a new look and messaging for advertising, as well as a comprehensive development of photography and video content of the County's major tourism assets, attractions and partners.



"I can say that they are amazing! Really nice to work with, have great energy, and design with the modern and sleek look everyone is looking for. Sue and her team would be a great asset to your projects."

-Anne M. Boles, Director of Tourism, Fulton and Montgomery County

Services Provided by Paperkite

- Media Planning and Buying
- Marketing Management
- Digital Marketing
- Collateral Design
- Marketing and Advertising Design
- Photography
- Videography

Contact Information

Anne M. Boles, Director of Tourism
Fulton-Montgomery Regional
Chamber of Commerce
Phone: (518) 725-0641
Email: tourism@fultonmontgomeryny.org

REFERENCES



Otesaga Resort Hotel

Paperkite has been the agency of record for the Otesaga Resort Hotel for seven years. At the resort, our work surrounds visitors at every turn, from menus to signage and branded materials. Online, you'll see our influence in their email communications, blogs, video, digital campaigns, social content, community management and more!



Services Provided by Paperkite

- Media Planning and Buying
- Social Media Management
- Blogging
- Email Marketing
- Collateral Design
- Brand Development
- Guest Materials Design
- Marketing and Advertising Design
- Video Production
- Photography

Contact Information

Tjibbe Lambers, Marketing Director
The Otesaga Resort Hotel

Phone: (607) 544-2576
Email: tlambers@otesaga.com



August 10, 2020

To whom it may concern:

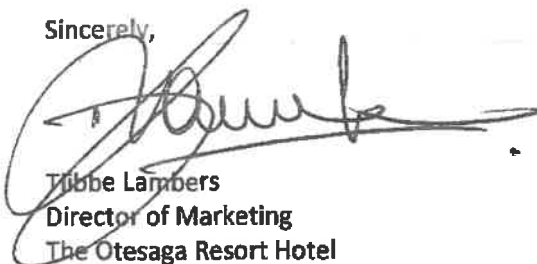
I am writing this letter to recommend the services of Paperkite Creative, a certified Women-Owned business in Cooperstown, NY. For the past 7 years, Paperkite has provided a range of marketing services to The Otesaga Resort and its entities, from design and branding, to media buying and most recently, social media. During the partnership, the agency has been instrumental in providing The Otesaga with proven quality services and expertise in the marketing field.

Marketing requires constant innovation and Paperkite has continuously shown that their skills, attention to detail and a forward-looking culture have driven the agency ahead of the curve. And as the agency has grown, Paperkite has remained committed to delivering the highest quality of service.

Paperkite is a local agency that brings a world of breadth and depth of knowledge. Combined with proven reliability, it is qualified to implement complex and creative projects. The Otesaga has benefitted from years of innovative campaigns and projects that have directly impacted the success of the organization.

While there are many agencies to choose from, what sets Paperkite apart is the personal attention of a team who is dedicated to making a difference in an organization's path to success.

Sincerely,



Tibbe Lambers
Director of Marketing
The Otesaga Resort Hotel

Proposed Plan

AMSTERDAM

Approach

The current health crisis has brought a cultural and marketplace shift of epic proportions. While no one is suggesting we celebrate the pandemic, some of the outcomes have been positive for Upstate New York. Companies are finding their teams can work remotely and still be productive, giving workers more autonomy in where they choose to live. Highly populated urban areas no longer need to be the center of commerce, when you can attract remote talent from anywhere, find cheaper real estate, and a better quality of life for yourself and your team. Business owners are seeing possibilities in new models of operation and new locations. All of this make Central NY an attractive option for both businesses and individuals.

Enter Amsterdam: a small city on the rise with momentum from recent investment, new development, and much more on the horizon. Amsterdam has assets that are appealing to individuals looking to downsize their city lifestyle without being completely isolated, as well as businesses seeking a central location in New York with access to major markets and affordable real estate.

Amsterdam has many marketable assets that we would highlight to attract residents and business owners: the revitalized riverfront and walkway, the Erie Canal, your central location to NYC, the Adirondacks and Montreal, rail access, and the types of outdoor recreation (biking, hiking and water sports) that people want right now. We would also tease the upcoming improvements and investment in the city, like the new community center, library expansion, EV charging stations, transportation infrastructure, and the development of the Southside. All of these are healthy indicators of a city poised for a comeback and attractive to potential investors.

How will we reach them? In order for Amsterdam to be successful, there must be a recognizable brand identity to clearly communicate the promise of the city. Working together with your advisory committee, Paperkite will facilitate a branding exercise that gets to the heart of who Amsterdam is and what your true potential is. Through surveys, facilitated discussions and work sessions we will uncover what makes

PROPOSED PLAN

AMSTERDAM Approach

Amsterdam unique. Once your brand foundation is solid we will then move on to the marketing phase of the project.

What you will find from our marketing strategy is that Paperkite does not take a one-size-fits-all approach. We have developed a plan to target both businesses and individuals who are passively open or actively seeking relocation options. We will target these audiences through separate campaigns, since what matters to them is vastly different. While individuals will be looking for amenities, recreation and educational options, businesses will be seeking incentives and searching for commercial sites and workforce data.

Our plan also includes a "trail of breadcrumbs" to lead the prospect to the next logical step of learning about Amsterdam. After we drive them to our campaign landing pages, we then retarget with lodging advertising for individuals and commercial real estate for business owners and site selectors on both the social and display networks to help push them toward the finish line.

Creatively speaking, we intend to prominently feature Amsterdam's success stories, showcasing both the businesses and people who have thrived there. This will help audiences envision what their future in Amsterdam could be. New video and photography are proposed to help better tell Amsterdam's story. Our approach will be to visually depict all of the positive things that are happening in Amsterdam and showcase your many assets.

Our last offering is one that we take very seriously and that is our customer experience. Paperkite will provide a live dashboard for you to track all of your digital channels and campaigns in real time. We also provide personalized reporting with interpretation that is clear and easy to understand. Our team and yours will meet monthly to go over the performance and KPIs of your campaigns and discuss any upcoming needs or opportunities. Not only do we produce tangible results, we understand what is at stake for your city and are a partner you can depend on every step of the way.

AMSTERDAM

Brand Development

Your brand is the cornerstone of your marketing and the foundation of your communication strategy. Working together we will bring your community brand to life, communicating the authentic story of Amsterdam and competitively positioning the city for both economic and population growth.

Project Goals

- Develop a brand strategy that specifies Amsterdam's personality, value proposition, and brand promise
- Communicate the brand clearly by developing a memorable identity, including your key messaging.
- Provide creative direction for branded assets that can be used across many different mediums, such as print materials, website visuals, and other recommended marketing tools
- Support your busy team with an organized process and exceptional customer service

AMSTERDAM

Brand Development

Process

Paperkite believes that engaging, effective branding and marketing starts with a clear understanding of your community's history, key opportunities, vision for the future, and your target audiences.

Our proven process involves research, frank discussion, creative inspiration, and collaborative work sessions aimed at bringing your team and ours to a clear and comprehensive grasp of your brand platform. Once we've uncovered the heart of your brand and what makes you distinctive, we can then translate that into clear messaging and design.

When our work is done you will enjoy the benefits of a meaningful, memorable brand identity that stands out in the marketplace. However, a brand is only as effective as its connection to the right audience, at the right time, in the right place. Paperkite will also make certain that you have a complete system of marketing and communication materials with a branded look that will ensure your brand is clearly recognizable and consistent across all channels.

Kick-Off

Upon signing the contract and after a brief onboarding period, our teams will meet to discuss all aspects of the project including process, timeline, data sources, and potential survey topics. This will help the Paperkite team conduct the research needed to prepare for the branding exercise as well as go over all logistical details for the project ahead.

Research and Survey

One of our key objectives is to engage your audience with quality marketing materials and content that builds excitement for your community. Paperkite will effectively target those key audiences and prospects by determining the major segments and themes that have the greatest potential for Amsterdam. To perform this research, we will use all data and studies available, as well as interviews with your

PROPOSED PLAN

AMSTERDAM

Brand Development

team. A brief survey will be crafted and distributed to your constituents to gain a broader understanding of community perception.

Paperkite Brand Session

In an interactive session, we'll work closely with your advisory committee to discuss inspiration and creative directions. The purpose of this session is to get a precise understanding of who Amsterdam is, where you have been and where you are going as a community. The work we do together informs the creative direction and strategy for the whole project. This session is facilitated by Paperkite and typically takes two hours.

Creative that Articulates Your Personality

From the brand session, Paperkite will develop a brand platform statement that encapsulates the mission and essence of your community. This approved statement is a jumping off point for our creative process: developing logo options that clearly communicate the promise of Amsterdam. Paperkite will present multiple logo options, with five rounds of options or design edits if necessary. We'll work with you to make sure you're completely satisfied with the overall concept and appearance.

Branded Marketing Materials

Paperkite will develop guidelines and art direction for marketing materials, including internal templates, to ensure that you have the tools to make a professional, but personal, impression. This guide will serve as a playbook, outlining executions of the brand for print, social, website, digital and signage. As part of this proposal, Paperkite will develop a letterhead suite of business cards and stationary to get you started on working with the brand.

AMSTERDAM

Social Media Management

Social Media Management

Paperkite's experienced creative and marketing team will support your brand with social media services that ensures you have the expertise and talent you need to build excitement for Amsterdam. Paperkite will work directly with your team to develop a content strategy and implementation plan to help grow your network, and target potential investors, community partners and residents with the types of content they enjoy and share!

Set-Up Process

1. Paperkite will dive into your social analytics and have a kick-off meeting with your team to discuss your goals for social media and your brand in general, including who your target audience is.
2. Our team will develop a custom Social Media Strategy for your brand with an overarching direction for your social channels. This will be reviewed in-depth with your team.
3. Next, we will develop a creative direction with a branded look for your posts, including fonts, color palette, tone and brand voice for copy.
4. Paperkite then executes the plan on a daily basis for your brand.

AMSTERDAM

Social Media Management

Deliverables:

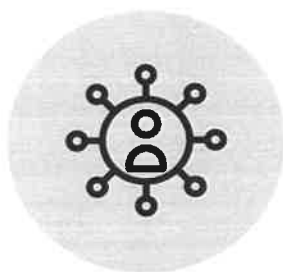
- **Development of Social Posts** - Each month your dedicated Social Media Manager and Content Creator will reach out to see if there is anything special you would like to promote or mention that coming month. Posts and artwork will be composed and sent for your review and approval. Once approved, the content will then be scheduled for posting.
- **Social Monitoring and Audience Responses** - Our Social Media Team will monitor activity and engage with your followers to build brand loyalty as well as looking out for any threats to your brand.
- **Social Playbook** - All of the work we do is documented in a playbook including the strategy, audience details, editorial calendar, and creative direction.
- **Monthly Reporting** - Every month we will provide a performance report of your social channel's progress and activity with interpretation.
- **Live Dashboard** - Papekite will provide you with a live dashboard to keep track of your social performance 24/7.

PROPOSED PLAN

AMSTERDAM

Marketing & Media Plan

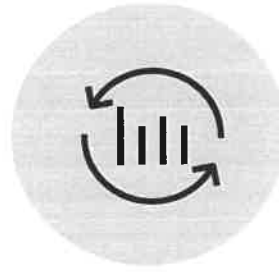
After reviewing your digital presence, target audiences and considering recent trends, Paperkite has compiled a marketing and media plan for Amsterdam for 2022. We believe we have put together a strong plan that will intelligently target consumers based on their profiles and reach them with relevant content and messaging. After we launch, we will make adjustments and refinements as we review the data.



Implement a mix of marketing tactics and channel that work together to target specific audiences and convert them to prospects



Engage viewers at all points in the decision making funnel and work to deliver relevant and engaging messaging



Test, optimize and reinvest in high performing tactics, making necessary changes along the way

Campaign Overview 2022

2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
BRAND AWARENESS												
NEW INDUSTRY												
LIFESTYLE RELOCATION												

PROPOSED PLAN

AMSTERDAM

Proposed Campaigns

Lifestyle Relocation Campaign

Paperkite will produce a campaign that promotes Amsterdam as an ideal place to relocate with options for outstanding quality-of-life and proximity to major metro areas. The content and messaging we create will emphasize the benefits that remote workers are looking for: affordable real estate, availability of high speed services, access to highway and rail systems. We will also highlight quality of life amenities that professionals seek such as a hospital system, strong schools, and lifestyle interests including outdoor activities.

As part of this campaign we will feature six success stories of individuals who have thrived in Amsterdam. This will include a professional photo of each and overview bio with main quote.

The campaign will included a custom landing page that visually showcases your most marketable assets, success stories and all of the exciting developments that will make Amsterdam a smart investment toward the future.

The campaign will be delivered on Social Media, Search Engine, YouTube, and Programmatic Retargeting. All advertising will drive to the custom landing page for next steps and to track the campaign's efficiency. We will also re-target landing page visitors on the Google display and social network with relevant messaging.

Campaign Objective:

To generate interest in Amsterdam by sharing benefits of the community, businesses, activities and proximity to major destinations - encouraging people to consider Amsterdam as a place to live.

Tactics:

- Programmatic Display
- Native Content
- Social Media (Facebook/Instagram)
- YouTube/Instream

Campaign Duration: July 1 - Dec 31, 2022

Media Budget: \$19,500

Please note that the target audience, location and other details outlined here may change once we have more information from your team.

PROPOSED PLAN

AMSTERDAM

Proposed Campaigns

New Industry Campaign

Paperkite will produce a campaign that promotes Amsterdam as an ideal place to grow and expand your business with options for outstanding quality-of-life and proximity to major metro areas. The content and messaging we create will emphasize the benefits that businesses are looking for: program incentives, availability of High Speed services, access to highway systems, central proximity to multiple markets (NYC, Capital-Region, and Canada). We will also highlight quality of life amenities that businesses need to attract talent, such as a hospital system, strong schools, and lifestyle interests including cultural attractions and outdoor activities.

As part of this campaign we will feature six success stories of businesses who have thrived in Amsterdam. This will include a professional photo of each and overview bio with main quote.

The campaign will include a custom landing page that visually showcases Amsterdam's most marketable assets, success stories, a submission form for inquiries, and other relevant information on funding and program incentives. The campaign will be delivered on the display network, Search Engine Marketing, LinkedIn and Programmatic Retargeting. All advertising will drive to the custom landing page for next steps and to track the campaign's efficiency. We will also re-target past website visitors on the Google display network with relevant messaging.

Campaign Objective:

To generate top of the funnel interest for businesses by communicating the benefits of the community, proximity to major markets, incentive programs, amenities, workforce availability and lifestyle profiles.

Tactics:

- Programmatic Display
- Native Content
- Google Ads (SEM)
- LinkedIn

Campaign Duration: July 1 - Dec, 31, 2022

Media Budget: \$25,800

Please note that the target audience, location and other details outlined here may change once we have more information from your team.



Audience Details

Search Engine Marketing (SEM)

Google SEM is a performance-driven channel and is one of the most crucial components of a digital marketing campaign. It reaches an intent-based audience that is actively searching for your services. We want to be there to highlight Amsterdam as an ideal place to grow and expand your business.

For this channel, we would create several ad groups that are focused on search query themes that business leaders may be actively searching for. The initial themes are as follows:

- **Commercial Properties** - commercial space, commercial buildings, business real estate, industrial real estate, business office space
- **Expansion/Relocation/Growth** - new businesses, new business opportunities, business expansion, business relocation, best place to grow my business
- **Tax Programs/Incentives** - how to get a small business grant, rural development grants, economic development grants, business funding opportunities, business relocation incentives

To help our ads take up more real estate on SERPs and stand out, which will result in a stronger performance, we will utilize Google's advanced techniques such as ad extensions, dynamic search ads, keyword insertion, search remarketing, location bidding and more.

Lastly, through this channel's data we can access a tremendous amount of information about our audience's demographics, location, interests, and intent. We can then effectively use this information in our other tactics to build out personas.



Audience Details

Programmatic Display/Native Content

For this channel, we will utilize Google's display network and incorporate both traditional banner ads and Google's responsive display ad format that allows us to serve in native and video ad placements.

We will utilize a multitude of audience segments to target users and deliver strong imagery and engaging messaging that highlights Amsterdam's benefits for businesses. We would drive awareness to an audience who browses sites relating to commercial properties, relocation, and national and local news sites via topics, keywords, and a curated whitelist. To promote consideration, we will focus on an audience who shows interest in commercial properties, moving and relocation, and business professionals via in-market, affinity, and lookalike audience lists. Finally, we would stay top of mind through the users decision making process, as well as reinforce brand recognition by retargeting past website visitors with both industry and lifestyle content.

Social Media (Facebook/Instagram)

Facebook and Instagram are ideal platforms to target a highly segmented audience, capturing their attention with engaging ads and prompting them to take action. These ads are successful at both building brand awareness, encouraging engagement, and conversion. By taking advantage of the many immersive formats available, such as carousels, stories, and instant experiences, we will illustrate Amsterdam's many benefits for businesses and the overall quality of life through conversational messaging and engaging visuals.

We will target audiences interested in relocation, work from home, telecommuting, moving through in-market, affinity, and lookalike audiences. Lastly, we will target a warmer audience set who is already familiar with Amsterdam from either visiting your website or engaging with your content in the past, keeping you top of mind through the decision-making process.



Audience Details

YouTube

Much like Display, we will employ a multitude of audience segments to target users who are at different stages of the customer journey through engaging videos that not only highlight Amsterdam's proximity to major metro areas and affordable real estate, but also the wonderful quality of life. We would drive awareness to an audience who browses sites relating to commercial properties, relocation, and national and local news sites via topics, keywords, and a curated whitelist. To promote consideration, we will focus on an audience who shows interest in commercial properties, moving and relocation, and business professionals via in-market, affinity, and lookalike audience lists. Finally, we would stay top of mind through the users decision making process, as well as reinforce brand recognition through retargeting past website visitors to keep you top of mind through the decision-making process.

LinkedIn

LinkedIn is the ideal platform to target business professionals in a highly segmented way, capturing their attention with engaging ads and prompting them to take action. These ads are successful at both building brand awareness and conversion. By taking advantage of the many immersive formats available, such as carousels, sponsored messaging, and dynamic ads, we will illustrate Amsterdam's many benefits for businesses and the overall quality of life through conversational messaging and engaging visuals.

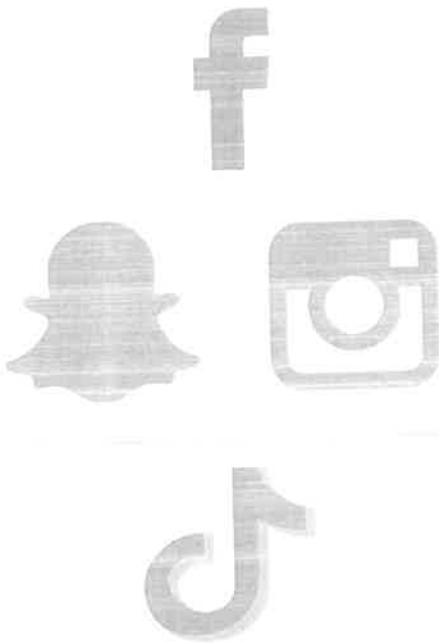
We will target audiences interested in relocation, as well as target business owners, CEOs, director of operations in industries such as manufacturing, distribution, agriculture, tech, alternative energy, and more. Lastly, we will target a warmer audience set who is already familiar with Amsterdam from either visiting your website or engaging with your content in the past keeping you top of mind through the decision-making process.

AMSTERDAM

Media Channels

Paperkite implements various tactics that work together to target specific audiences, capture and engage viewers, and ultimately convert these viewers to visitors. These tactics entice viewers at all points in the decision making funnel and work to deliver relevant information and messaging.

Below are overviews of the tactics we will employ, including the benefits of each channel.



Social Media Advertising - Facebook, Instagram, Snapchat, TikTok

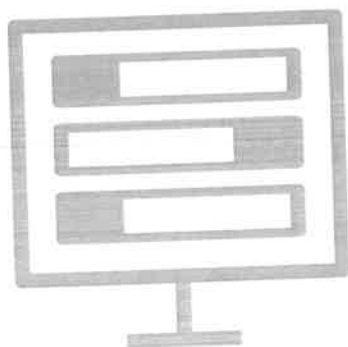
Reach over a billion users globally with budget-friendly options. You can target almost any audience in an assortment of placements on and off Facebook, using a variety of different ad formats. This customization potential is nearly limitless.

Social platforms give us the ability to capture a highly targeted audience, and deliver visually engaging and informative ads in a more conversational context than other forms of advertising. These channels offer highly accurate targeting, and the ability to create custom audiences and messaging.

Using TikTok, Paperkite offers paid media on this rapidly emerging platform. TikTok reaches a highly desirable demographic of women age 35-44; average income 70k; travel and purchase decision drivers of the household.

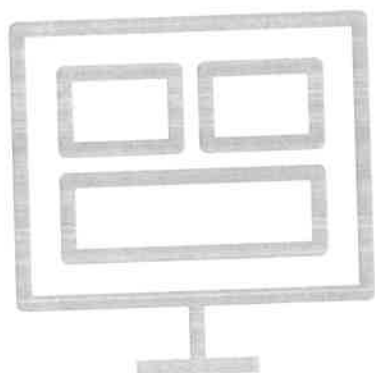


Media Channels



Native Ads

Native ads are another format of programmatic ads; however, they most often direct the viewer to content, rather than a landing page of a website. These ads reformat to the layout of the web pages that they are displaying on, appearing to be part of the website's content. They are less intrusive than traditional display ads, and tend to have intriguing headlines.



Programmatic Display & Retargeting

Typically known as banner or display ads, programmatic ads utilize multiple targeting tactics to pinpoint an audience on websites or on mobile apps. These ads are very inexpensive to run and get large saturation. They are great for building up brand awareness, and also for re-engaging past website users who have visited specific pages, and show them ads related to that particular experience.



Search Engine Marketing (SEM)

Most often, an SEM ad is the first interaction that a viewer has with your destination. We utilize this opportunity to direct them to the most relevant information for their needs. We commonly use SEM to drive the first click to a website, and then are able to remarket to those viewers through other digital channels.



Media Channels



YouTube

With over two billion monthly visitors, YouTube ads have the potential to reach a large audience, targeting them with relevant messages when they watch or search for videos. The best part is we only pay when they show interest, making this platform a cost effective way to expand your reach. YouTube's unique combination of video access, sharing,



LinkedIn Advertising

LinkedIn members are influential and have two times the buying power of the average web crowd. LinkedIn ads can help your reach a powerful audience in a professional context. This tactic can be used to target decision makers in industries that you are looking to attract.

PROPOSED PLAN



Dashboard and Reporting

Paperkite's marketing dashboard gives you access to your social performance metrics in real time with one click. We'll also provide monthly reports in pdf format for your campaigns and marketing channels, including audience demographics and key performance indicators. We include interpretation of these metrics so you can easily navigate your marketing performance.

Performance Tracking and ROI

With the implementation of UTM parameters, tracking pixels, and analytics, we are able to get a clear picture of the customer's behavior and attribute success to the appropriate channels. We also use this information to learn and create well-informed next steps for elements that are seeing less than ideal results. Through A/B testing and optimization, we are able to fine tune and capitalize on the assets that have a positive return on investment.

AMSTERDAM

Creative Services

Paperkite is here to position and market Amsterdam with a custom services package that ensures you have the expertise and talent you need to effectively promote your brand. Our team of designers, copywriters, producers, developers, and marketing strategists will provide our services to make certain you stay in front of industry trends and maximize your marketing dollars.

We will communicate your message with a branded start-to-finish experience that includes marketing materials, advertising, and collateral that is designed, written and produced by the Paperkite team. As part of our service package we will designate time and team members to produce video and photography that will connect with our audiences. Our creative team will also handle all of the design and creative for Paperkite-run and managed marketing campaigns as outlined in this proposal.

Deliverables:

- ***Design and Development of Marketing Campaigns -***
Paperkite will develop all creative touchpoints for the campaigns outlined in this proposal including digital ads and social advertising. This includes design, copy and development of all digital advertising. Spanish language sets can be included as well to broaden our targeting.
- ***Custom Landing Pages -*** Design, copywriting and development of two custom landing pages that builds recognition for Amsterdam as a place to grow your business and thrive as an individual/family, heavily featuring imagery and video content. The pages will be built on your existing website. Our team will collaborate with your in house team or

AMSTERDAM

Creative Services

website vendor to make this process as smooth as possible. Once the campaign has concluded you can keep the landing pages or it can be archived. As part of this proposal Paperkite will design and develop two custom landings page for the lifestyle and business relocation campaigns.

- **Video Production** - Paperkite will produce five 30-second compilation style video pieces featuring the best Amsterdam has to offer for both business and residents. This service includes five days of filming on-location, pre-production, production, post-production, as well as any equipment and personnel needed. All b-roll will be provided for future use without restriction. This service does not include professional talent, as we intend to use the real stories of Amsterdam.
- **Photography** - Paperkite will also include photography of the locations we shoot in the video. In addition, we will take shots of the individuals and businesses we feature in the campaign. Paperkite will profile up to six businesses and six individuals and take a professional photo of each.

CREATIVE SAMPLES



Paperkite recently launched a campaign promoting Otsego County as a place for businesses and residents to thrive. The approach was to shine a light on the people behind the brand to make a personal connection.



PROPOSED PLAN

Deliverables

Brand Development Package	
Dedicated Account Manager	✓
Kick-off meeting with Paperkite	✓
Crafted Survey delivered by email	✓
Facilitated brand session with Paperkite	✓
Development of the brand platform and positioning statement	✓
Identity development including logo, a supportive look of colors, fonts, and styles with up to five rounds of additional design options and revisions as needed	✓
Key messaging developed with up to five rounds of additional options and revisions as needed	✓
All final approved artwork supplied in digital format	✓
Branding guidelines outlining the brand voice, platform, key messaging, and overarching graphic standards supplied in digital and print format	✓
Design and production of letterhead suite: business cards, letterhead, and envelopes. Qty: 1500 pieces each and 500 business cards each (2 sets)	✓
Training for your team on implementing and using the new brand within the franchise	✓
Assistance with coordinating brand launch	✓
Brand Development Fee: \$25,000	

PROPOSED PLAN

Deliverables

Social Media Management Package	
Dedicated Account Manager	✓
Two Social Networks Managed (Pick two: FB, Instagram, LinkedIn)	✓
Monthly Social Posts Created (15 per network)	30
All Posts Syndicated to Stories	✓
Custom Social Media Strategy	✓
Monthly Content Calendar	✓
Daily Account Monitoring and Engagement	✓
Monthly Reporting	✓
Monthly Cost: \$1500	

PROPOSED PLAN

Deliverables

Marketing, Creative and Management Services	
Dedicated Account Manager	✓
Creative Services <ul style="list-style-type: none"> • Creative Direction, Design, and Copywriting for campaign materials across all channels of delivery (Display, Social, Native) • Design and Development of two Custom Campaign Landing Pages 	✓
Marketing Management <ul style="list-style-type: none"> • Development and management of marketing plan and strategy • Optimization and management of campaigns • Development and management of media plan 	✓
Video Production and Photography <ul style="list-style-type: none"> • Production of five 30-second segments featuring Amsterdam highlights • 12 profile images of prominent businesses and community members produced • Photos shot on-location at the video segments and all broll provided without restriction on future use 	✓
Monthly meeting with Account Manager to review performance and discuss new initiatives	✓
Detailed monthly performance reporting and status report	✓
Live detailed marketing dashboard set up and maintained for all channels of digital delivery	✓
Management and Creative Fee: \$53,000	

Marketing Deliverables

Media Budget by Channel	
Programmatic Display / Native Content	\$10,050
YouTube / Instream	\$4,500
Facebook / Instagram	\$10,500
LinkedIn	\$11,250
Search Engine Marketing (SEM)	\$9,000
Total Media Budget: \$45,300	

Media Budget by Campaign	
New Industry	\$25,800
Lifestyle Relocation	\$19,500
Total Media Budget: \$45,300	

Marketing Deliverables

Total Project Budget	
Brand Development	\$25,000
Social Management	\$18,000
Creative and Marketing Services	\$53,000
Media Budget	\$45,300
Total Media Budget: \$141,300	

Sample Projects

CREATIVE SAMPLES



Convenience & Community

Invited to the heart of Central Park West, George Lucas's film everything you need to know about your favorite Star Trek TV and movie series. The film is a love letter to the series, and a celebration of the franchise. It's a must-see for all Star Trek fans, and a great introduction for those who are new to the series. The film is a masterpiece of science fiction, and a true work of art. It's a must-see for all Star Trek fans, and a great introduction for those who are new to the series. The film is a masterpiece of science fiction, and a true work of art.

[illegible]

**Access to quality healthcare
throughout the county with
Sunset Healthcare Network**



Outdoor adventures all
but start here. With
and state parks



Proximity to major airports, highways and a 4 hour drive to NYC



Thư viện ảnh &
sưu tập tranh



**Diverse economy
and employment
opportunities**



Adorable real estate



Visit Us

Want to know if Oregon County is right for you? See for yourself! Take advantage of these great packages and experience everything we have to offer.

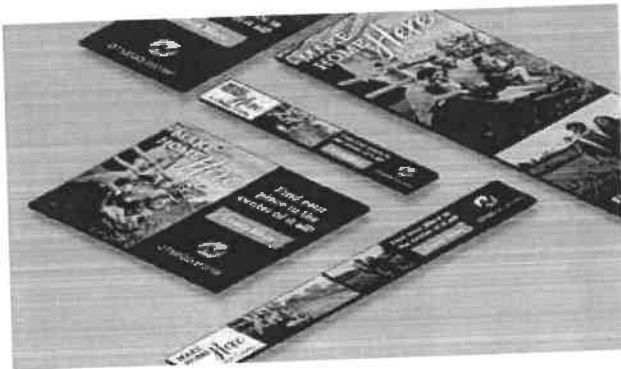
Download your Otago itinerary today! We've put together a list of the best Otago County experiences.



CREATIVE SAMPLES



OTSEGO **now**



CREATIVE SAMPLES



Video Production Samples



Capital-Saratoga Beverage Producers
<https://vimeo.com/258665659>



Farm-to-Table at The Otesaga
<https://vimeo.com/202062112>



Cooperstown Beverage Trail
<https://vimeo.com/171416510>



Cooperstown On-Deck
<https://youtu.be/VRgWrIm7nJw>

Documentation



**NEW YORK STATE
MINORITY- AND WOMEN-OWNED BUSINESS ENTERPRISE ("MWBE")
CERTIFICATION**

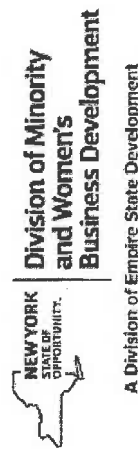
Empire State Development's Division of Minority and Women's Business Development grants a

Women Business Enterprise (WBE)

pursuant to New York State Executive Law, Article 15-A to:

Paperkite Creative LLC DBA Paperkite

Certification Awarded on: September 27, 2021
Expiration Date: September 27, 2026
File ID#: 60141



Susan Green
Paperkite Creative LLC DBA Paperkite
175 Main Street
Cooperstown, NY 13326

Re: DBE Certification Approval

Dear Susan Green,

The New York State Department of Transportation (NYSDOT), a certifying partner in the New York State Unified Certification Program (NYSUCP), has reviewed your application for certification as a Disadvantaged Business Enterprise (DBE) and is pleased to inform you that your firm meets the eligibility criteria established by the U.S. Department of Transportation (USDOT) in Title 49, Part 26 of the Code of Federal Regulations. Accordingly, Paperkite Creative LLC DBA Paperkite is now CERTIFIED as a DBE with the NYSUCP in the following classifications:

Commodity Codes:

NAICS 323111: PRINTING, DIGITAL (E.G., BILLBOARDS, OTHER LARGE FORMAT GRAPHICAL MATERIALS, HIGH RESOLUTION) (EXCEPT BOOKS, GREY GOODS)

NAICS 519130: INTERNET SEARCH WEB SITES

NAICS 541430: GRAPHIC DESIGN SERVICES

NAICS 541613: MARKETING CONSULTING SERVICES

NAICS 541922: COMMERCIAL PHOTOGRAPHY

Based on this certification, your firm is eligible to participate as a DBE on USDOT-assisted projects in New York State for the classification areas listed above only. Since certification is granted only for these specific types of work, if at a future date you wish to expand your firm's certification in an additional type of work, you must contact our office and demonstrate that you are able to control the firm with respect to that additional type of work.

Please note that if your firm is hired to work on a contract as a DBE, it must perform a commercially useful function in executing the work of the contract, or a distinct element of the work on the contract, by actually performing, managing, and supervising the work involved with its own workforce and equipment. A DBE firm must have a necessary and useful role in the work - the firm's role cannot merely be a superfluous step added in an attempt to obtain credit towards a DBE goal. If a commercially useful function is not performed, the firm's participation towards achieving the goal cannot be counted.

As long as the firm is listed in the NYSUCP DBE directory, it is considered DBE certified by all NYSUCP members.

DBE certification is continuing from the date of this letter, but is contingent upon the firm renewing its eligibility annually through this office.

Your firm's current DBE certification status with the NYSUCP will remain effective for as long as your firm continues to meet all DBE certification eligibility requirements. However, this certification is contingent upon the firm affirming its eligibility annually. You must submit on the anniversary date of this notice, a sworn affidavit attesting that there have been no changes in circumstances affecting your ability to meet the size, disadvantaged status, ownership or control requirements; or any material changes in the information provided in your application for DBE certification. In the event that there are changes, you are required to notify our office within 30 days of such changes. Failure to adhere to these requirements will result in immediate action to decertify the firm.

Your firm will now be included in the NYSUCP Directory of firms that have been certified as DBEs in New York State (<https://nysucp.newnycontracts.com>). Once a firm is certified as a DBE, it remains certified until and unless its certification has been removed. Therefore, as long as your firm is listed in the NYSUCP Directory, it will continue to be certified as a DBE in New York State. In order to maintain an accurate Directory, please make us aware of any updates in your business address, phone and fax numbers, email address or website address.

The NYSUCP reserves the right to review your firm's DBE certification eligibility at any time in light of changed circumstances, a complaint or receipt of other information concerning the firm's eligibility.

As a newly certified DBE in New York State, you should be aware that the New York State Division of Minority and Women's Business Development reviews applications from businesses that may be eligible to be certified as a MWBE firm in New York. If you are interested in such certification, a streamlined MWBE application process is available for firms that are currently certified as a DBE at:

<http://www.esd.ny.gov/MWBE/GetCertified.html>

New York also has several assistance programs for minority and women-owned business enterprises including the NYS Surety Bond Assistance Program which provides technical and financial assistance to help contractors secure surety bonding. For more information, please see the New York State Business First Resource Center at:

<http://www.nyfirst.ny.gov/ResourceCenter/MWBEMenu.html>

Additionally, the U.S. Small Business Administration (SBA) can guarantee bonds for contracts up to \$2 million; covering bid, performance and payment bonds for small and emerging contractors who cannot obtain surety bonds through regular commercial channels. To learn more about the Surety Bond Guarantee Program, call 800-U-ASK-SBA (800-827-5722) or visit <http://www.sba.gov>.

We are pleased to have your firm as a participant in the NYSUCP and wish you much success. If you have any questions, please contact our office at dbecert@dot.ny.gov or at (518) 457-3180.

Sincerely,

Johnny Cisneros, Supervisor

DBE Certification Unit

New York State Department of Transportation
nysdot@newnycontracts.com
518-417-6631
www.dot.ny.gov

PURCHASING

All purchases made on a client's behalf will be billed to the client. In all cases, such prices will reflect a markup of 15%. Charges for sales tax, insurance, storage, and shipping and handling are additional to the price of each purchase. In the event client purchases materials, services, or any items other than those specified by Paperkite, Paperkite is not liable for the cost, quality, workmanship, condition, or appearance of such items.

MEDIA PURCHASING

All purchases made on client's behalf from advertising and media platforms will be billed to the client. Paperkite reserves the right to collect an agency commission of up to 20% from the media outlet.

FEE BILLING

Projects are billed in installments throughout the duration of the project that will be determined at the beginning of a project. Monthly and quarterly retainer fees are to be paid in advance of the work period. Invoices are payable upon receipt.

TERMINATION POLICY

Client and Paperkite may terminate a project based upon mutually agreeable terms to be determined in writing.

CANCELLATION FEE

If the project is discontinued by either the client or Paperkite before completion, there is no additional cancellation fee charged. All work will remain Paperkite's property should the project be canceled. Once paid in full, the client will at that point own both the finished artwork and working files. However, Paperkite reserves the right to use the project(s) in their body of work.

ABANDONED PROJECTS

If a project remains idle due to lack of response from a client for more than 90 days, the project will go into an inactive status. Paperkite will then determine any associated costs to re-familiarize and restart the project, this will be an additional fee outside of the original contract.

WORK CHANGES

Paperkite will provide you with an estimate for your project or retainer services, once the terms of the services and costs have been agreed upon by both parties this agreement will remain. In the event that the scope of the project or retainer services exceeds the original agreement Paperkite will provide the client with a work change order to append to the original contract for additional services and work performed with associated costs for client approval

CLIENT SUPPLIED ASSETS

Client agrees to indemnify Paperkite for all assets (i.e. photographs, video, data, etc.) provided to Paperkite and at Paperkite's request provide all authorizations or licenses for the use of such assets. Client shall be responsible and hold Paperkite harmless for use of assets that Client has not received the proper clearance.

STOCK PHOTOGRAPHY

Paperkite will make every effort to use client-supplied photography in the artwork we produce on your behalf, however that is not always possible. In cases when we can not use client supplied assets or none is available we will use royalty free stock photography. Pricing for royalty free stockphotos are \$25 for small images (mostly for digital use) and \$35 for large images (normally for print). There are some instances where an image will exceed that pricing due to the source or licensing, in these cases Paperkite will negotiate and present the best price for the imagery for your approval before purchasing.

DIGITAL ASSETS

Once paid in full, the client will at that point own both the finished artwork and working files from your project. This includes design, photography, video and website projects. Fonts used may have restrictions on use or require the purchase of a separate license. Paperkite reserves the right to use the project(s) in their body of work.

FILE MANAGEMENT

For ongoing clients: Paperkite regularly backs up and archives all client files. For the duration of our working relationship Paperkite will continue to manage and maintain these files. Upon termination of the working relationship Paperkite will provide your digital files on request. We will also continue to maintain these files on our server for one year past the date of termination. For project-based clients: Upon the date of completion Paperkite will maintain your working files and digital assets for 2 years from the date of completion of the project. These files will be provided digitally upon request

TERM OF CONTRACT

This contract will remain in effect for the duration of the working relationship with Paperkite. Should there be any changes to Paperkite's policies, rates and/or compensation structure the client will be provided notice 3 months in advance in writing.

ENTIRE AGREEMENT

This contract contains all agreements of the parties. There are no promises, agreements, terms, conditions, warranties, representations or statements other than those contained herein.

NEXT STEPS

Thank you for reading our proposal!

You're ready to shine, but you're going to need support along the way. You'll need a team that possesses the experience and expertise - the skills and talent - to shine the light on your brand. Say Hello to Paperkite!

Paperkite is a full service marketing agency that helps brands connect with consumers through a clearly defined message, engaging content, dynamic online experiences and strategic marketing tactics.

Paperkite is a NYS Certified WBE and DBE

Term of Proposal

The information contained in this proposal is valid for 30 days. Proposals approved and signed by the client are binding upon Paperkite and client beginning on the date of client's signature.

Signature Required

If you agree to the terms of this proposal, please sign below and return to Paperkite.

.....
City of Amsterdam

.....
Date